



Peter Wicks, Chair

Welcome to the first newsletter of West London Freight Quality Partnership. Right up front, I'm delighted with the progress we've made. Since I took over the chair in 2002, we have built on strong foundations set in place by the three participating partnerships at the time – BAA, Park Royal Partnership, and Ealing Centre Partnership.

I was very gratified at the quality and turnout of our launch conference in April 2003. The next stage was to hold workshops looking at various aspects of freight transport and how it interacts with the wider world. I was most impressed at the range of participants and especially their positive and constructive input.

The ideas flowing from these workshops were distilled into a series of project briefs, and we are moving ahead on several of them, including setting up a local FQP in central Ealing to look specifically at deliveries.

I'm very grateful to all who, both at Steering Group meetings and between, are showing such commitment to moving forward. The Steering Group is growing, as bodies in both private and public sector realise it is in their interests to be involved, and to be represented.

There is much to be done, and our main restrictions will be the lack of available funds and the other resources needed to take on these necessary projects. We have to lobby hard to ensure freight does not remain the Cinderella of the transport ball, but is given equal regard alongside buses, Underground and other modes.

### The Partnership Objectives

The objectives of the partnership are:-

- to develop understanding of distribution issues and problems in the West London sub-region (LB's Harrow, Brent, Hillingdon, Ealing, Hounslow and Hammersmith & Fulham).
- to promote constructive sustainable solutions which reconcile the need for access for goods and services, particularly in urban centres and at Heathrow, with local economic, environmental and social concerns.
- to promote the role of working practices and structured risk management in freight delivery.

### The Steering Group and numbers of the Partnership

Membership of the Partnership is open to all parties who subscribe to the objectives and have an involvement in freight issues in West London. The Steering Group for the Partnership includes representatives from West London Boroughs, BAA, FTA, TfL and West London businesses and organisations. There are 20 members .

## The Action Plan

The Action Plan approved by the Steering Group includes several projects and supporting actions towards achieving the Partnership objectives. The projects include:

- providing an Information System for deliveries;
- improved signage for drivers in Park Royal;
- local management of delivery bays in Ealing Town Centre;
- providing overnight parking;
- priority allocation of road space

The supporting actions include:

- promoting best practice through the FQP website;
- maintaining communication with FQP members and the wider freight community on West London freight issues;
- advising borough planners on servicing standards in new developments;
- assessing opportunities for rail and water-based freight

## The Park Royal Signing Project

This project is being directed by Simon Jay of Park Royal Partnership (PRP). PRP is a private limited company which has overall responsibility for the regeneration and effective management of Park Royal.

The Park Royal area is sited within the London Boroughs of Brent, Ealing and Hammersmith & Fulham. Located in the heart of northwest London, Park Royal is a major industrial area that is currently undergoing a process of regeneration after several decades in decline.

The area covers some 600 hectares and employs around 35000 people in over 1600 companies. It is home to a number of significant businesses including Guinness, Heinz, McVities, Bestway and the Carphone Warehouse.

The PRP is concerned that businesses within Park Royal face problems of delivery drivers not being provided with adequate signing information to reach their destinations within Park Royal. The study must quantify the extent of problems with the signing system and if there are weaknesses, to identify what can be done to overcome them.

The existing signing system at Park Royal is based on the PRP Zoning Strategy implemented in 1995. There is now a concern that companies within Park Royal do not make reference to existing zones in providing directional guidance to their drivers and that many drivers do not have adequate guidance to reach their destination. The study includes surveys of Park Royal businesses, freight delivery drivers and companies, and an audit of existing signs, followed by consultation and development of the appropriate signage strategy.

Solutions could involve an improved hierarchy of redesigned and relocated signs both within and on access routes to Park Royal coupled with a map of freight vehicles routes within West London.



Park Royal Site

## BAA's Clean Vehicles Programme

BAA Heathrow developed and launched the Clean Vehicles Programme (CVP) in May 2002 to help companies on or around the airport achieve a less polluting vehicle fleet.

Companies who sign up to the programme are provided with an initial assessment and an action plan focusing on appropriate and cost-effective measures to improve the environmental performance and profitability of their fleets. Commitment and performance improvements are recognised by a five-tier award system from Bronze to Diamond.

BAA Heathrow's head of sustainability and environment strategy, Claire Williams, outlines why the airport operator is putting so much effort into the CVP: "No individual company can work in isolation to improve air quality in the Heathrow area, so we are exercising our stewardship role by supporting and working with users and tenants of the airport. BAA Heathrow is committed to an air quality strategy which the CVP is part of and focuses on reducing the impact of vehicles in and around the airport."

The priority for 2004 is to continue to capitalise on the strong interest in the scheme and to encourage more companies to take part. A target of 28 companies – which will cover the majority of airport vehicles – participating by March 2004 is on course to be met.

Clean Vehicles Programme manager, Simon Collings, explains why companies have joined: "Establishing working relationships with companies in the BAA supply chain makes it easier for us to share our ideas for more environment fleet management. A good example is Exel Logistics, the operators of Heathrow's Retail Consolidation Centre, who reached the top Diamond level".



Helen Seeley, Exel's retail liaison manager, was delighted with her company's award and believes it has wider benefits than best environmental practice. "It's good recognition for our staff and the work they put in but also puts us at the top of the scale for our customers who demand good standards."

Specific initiatives introduced by Exel at the Retail Consolidation Centre include a driver training programme, use of Euro III diesel engines, a fuel bonus scheme based on fuel savings achieved and the promotion of public transport and car sharing to all staff

## Structured Risk Management

The UK has a safer road network in comparison to the majority of Europe, yet within London in 2002 there were 280 deaths; 5,370 seriously and 35,729 slightly injured. It is estimated there were also 300,000 damage only collisions. This collective level of death, injury and damage could and ought to be reduced considerably.

This should be of interest to business because:

- between 25 and 33 percent of all collisions are work journey related – and this does not include day-to-day commuting;
- congestion linked to 1,188 (2002 London) fatal or suspected fatal road closures following accidents is substantial;
- the public are becoming increasingly more able and determined to hold drivers, managers and directors accountable for their actions;
- high profile collisions jeopardise company reputations.

A structured risk management approach will deliver a positive cost benefit to companies through reduced repair, service, fuel and insurance costs; improved staff attendance and retention; and reduced disruption to business.

Ian Brooks, Traffic Chief Inspector for North-West London, offers encouragement: "I am keen to work with freight organisations, businesses and others to make our roads safer and also to find ways to reduce the disruption caused by collisions, particularly on the strategic road network."

**Ealing Town Centre Project**

This project is being directed by Anne Stevens of LB Ealing with involvement from other stakeholders including the Ealing Centre Partnership. Ealing Town Centre suffers from severe traffic congestion and also from difficulties in servicing local businesses, many of which have no off-street areas for loading and unloading. A first stage of the project was to identify hot spots and to assess opportunities for involvement. This was undertaken through a street inventory of waiting and loading restrictions and off-street areas, a questionnaire survey of local business and a review of town centre CCTV footage.

The main servicing difficulties that businesses have are due to road congestion (43% of all businesses), insufficient off-street areas (61%), inconsiderate parking (42%) and the existing loading restrictions (60%).

Only a few (14%) businesses said that they could handle deliveries out of hours, i.e. before 7am or after 7pm. There was, however, some enthusiasm amongst businesses (61%) for self-management of on-street delivery bays.

The next stage in the project is to identify physical improvements, such as inset loading bays, and to design a pilot project for a self-management scheme.

The self-management scheme will be based around on-street loading bays for sections of roadway fronted by businesses who agree to co-operate over the usage of that bay. The usage will be organised through an IT system offering the pre-booking of the bay for a delivery to a business and will be enforced using CCTV.



**How you can get involved**

To become a member please complete the form below and return to

**Val Bryant, External Relations Manager – Transport  
BAA Heathrow, Planning & Environment, 2<sup>nd</sup> Floor, Heathrow Point West, 234 Bath Road, Hayes, Middx UB3 5AP**

**Tel: 020 8745 4245  
Fax: 020 8564 5487  
Email: [val\\_bryant@baa.com](mailto:val_bryant@baa.com)**

I agree with the objectives of the Partnership and wish to become a member of the West London Freight Quality Partnership

Signed: \_\_\_\_\_ Name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Tel No: \_\_\_\_\_ Email Address: \_\_\_\_\_

**Access our website at: [www.westlondonfqp.com](http://www.westlondonfqp.com)  
Or call Val Bryant on 020 8745 4245 or Mike Slinn on 01483 742864**

